

**Policy Name:** Fundraising and Solicitation

**Policy Number:** K-3

**Functional Area(s) Responsible:** Advancement

**Owner(s) of Policy:** Advancement

**Most Recent BOT Approval Date:** January 2008

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### **Policy Statement:**

Finger Lakes Community College shall maintain a comprehensive resource development program coordinated by the Office of Advancement that seeks to expand the College's resources through all sources. Received and processed through the FLCC Foundation, the College shall accept gifts only if they are consistent with the mission and goals of the strategic plan. No gift shall be accepted with intent so restrictive as to make the gift's use unnecessarily difficult.

The Office of Advancement shall oversee all solicitations made on behalf of the College to ensure that all solicitations support the mission of the College.

The Office of Advancement is responsible for the planning, implementation and evaluation of all fundraising activities and solicitations for the College from both public and private sources. The FLCC Foundation, separately incorporated with 501(c)(3) status, was organized to accept gifts from the private sector. As such, the Foundation has specific responsibilities to document and acknowledge the acceptance of all gifts received. Foundation procedures shall comply with the standards of New York State and the Internal Revenue Service.

This policy does not apply to casual fund raisers which often benefit student clubs and other special interests and do not target a specific formal list of donors. In such instances, proceeds are deposited to accounts of the FLCC Student Corporation or FLCC Association.

### **Fundraising & Solicitations**

1. All gifts must be consistent with the laws, regulations, and policies of the State of New York and the federal government.
2. No individual or unit of the College shall solicit gifts in the name of or on behalf of the College until and unless authorized to do so by the College President or designee and the Chief Advancement Officer.
3. Individuals wishing to implement a fundraising effort in support of an approved College sponsored activity must contact the Foundation for assistance. In addition to insuring that a proposed fund raiser is properly established, a second consideration includes the avoidance of competing and conflicting requests to the Foundation's current donor base.
4. All requests for Advancement to undertake external fundraising programs, to solicit contributions from private individuals, foundations, businesses, corporations and organizations, public grant writing or government appropriations must first be reviewed through appropriate channels, including the department chair or division director, the appropriate member of President's Cabinet, the College President, and Advancement.
5. College personnel shall not benefit personally from any gifts, sponsorships or grants received by the College.

6. Gifts may only be accepted by the College President or designee or by the Chief Advancement Officer. All members of the college community, including students, who are approached by donors wishing to make gifts to the College, should refer all such donors to Advancement.
7. Since the College is not authorized to act as a conduit for gift giving, potential donors shall be directed to make contributions to the FLCC Foundation. Under no circumstances should potential donors be directed to make gifts directly to the College.
8. All requests for gifts shall be made within ethical business and philanthropic practices, to avoid any real or apparent conflicts of interest in present or future relationships. The Finger Lakes Community College Foundation shall adhere to the Association of Fundraising Professionals Code of Ethics and the Donor Bill of Rights.
9. Solicitations, sales, and fundraising by external groups in the College's facilities are prohibited unless authorized by the Associate Vice President of Student Affairs, the Vice President of Administration & Finance, and/or the Provost and Vice President of Academic & Student Affairs or their designee(s). External groups who sell merchandise as part of their activity must disclose what items will be for sale. Sales by vendors doing business with appropriate college staff in support of college operations are exempt from this policy.
10. If any of the above fundraising activities or solicitations is deemed to be in conflict with the fundraising program and activities of the Office of Advancement or the FLCC Foundation, the Chief Advancement Officer will meet with the organization or individuals to reach a mutually agreeable solution. If a solution cannot be reached, the College President will consider the issue, make a final decision in a timely manner, and notify the parties involved of the decision.
11. Should representatives of the Foundation be asked to participate in the planning and/or execution of a fundraising event or activity, the Foundation reserves the right to charge an administrative fee for such services.

The Foundation shall not accept any gifts which may jeopardize its tax exempt status with the State of New York or the U.S. Internal Revenue Service.

**Reason(s) for Policy:**

This policy establishes a set of guidelines for fundraising on behalf of Finger Lakes Community College. FLCC understands that coordinated efforts led by comprehensive strategic planning are essential to successful fundraising. Appropriate planning and coordination are also necessary to ensure the proper stewardship, accounting and recognition of gifts.

**Applicability of Policy:**

All FLCC employees should be familiar with this policy.

**Definitions:**

Fundraising and solicitation activities referred to in this policy statement may include, but are not limited to, requests for pledges, cash, corporate sponsorships, securities, items of property, donated services, in kind gifts, deferred or planned gifts, and grants designed to support programs at FLCC such as academic initiatives, student activities, scholarships, endowments, faculty development, equipment purchases and capital expansion.

**Related Documents:**

- FLCC Strategic Plan 2008-2013
- NY Executive Law 7-A

- Internal Revenue Service <http://www.irs.gov/charities/charitable/article/O,,id+123045,00.html>
- Association of Fundraising Professionals Code of Ethics
- Donor Bill of Rights

## **Procedures:**

Coordinated efforts guided by comprehensive strategic planning are essential to successful fundraising. It is important to avoid approaching potential prospects with conflicting requests. Planning and coordination are also necessary to ensure the proper stewardship, accounting, and recognition of gifts.

## **Gifts**

The College and Foundation routinely seek gifts from a wide range of donors. Donors may be approached individually or as part of a group. Gifts are solicited for and accepted by the FLCC Foundation, a non-profit 501(c) (3) corporation, to serve the educational purposes of the College.

Donors may designate how a gift is to be used by the Foundation. The Office of Advancement shall be responsible for receiving, acknowledging, managing, accounting for, and using gifts in accordance with the purpose designated by the donor. In accordance with IRS regulations, the Foundation determines how funds are used based on a donor's designation. Department chairs and division leaders may suggest how designated funds are used, but the Foundation maintains final approval for all expenditures.

The Office of Community Affairs is responsible for the preparation and distribution of all public information regarding gifts to the College. Donor anonymity will be protected whenever desired by the donor. Approval for the release of information about gifts to the public must be granted by the Chief Advancement Officer before any publicity action may be taken.

## **Student Organizations & Employee Fundraising**

The Director of Student Life is responsible for directing the casual fundraising activities that directly benefit student clubs and other special interest groups at the College. Student fundraising projects must have the approval of the group's advisor and the Director of Student Life. Solicitations of businesses, foundations, individuals, or community organizations must then be approved and coordinated through the Director of Student Life and the Chief Advancement Officer.

Employee groups must have the approval of and coordinate efforts with the Chief Advancement Officer.

Neither students nor employees are permitted to engage in door-to-door solicitations on any FLCC campus.

These policies do not require approval of the Chief Advancement Officer: the sale of tickets; the sale of small items or services; car washes; and other small fundraisers. For IRS purposes, the name and address of any business or entity that donates items should be forwarded to Advancement within 10 days of receipt of the gift.

## **Fundraising and Solicitations by External Groups**

Solicitations for support of community non-profits on a college-wide basis must have the prior approval of the President [e.g., the United Way payroll campaign].

College employees are permitted, within reason, to solicit for other non-profit, charitable causes on an individual basis.

College personnel who rent facilities to external groups for fundraisers should consult with Advancement before agreeing to rent the facility, to confirm that the fundraising effort of the external group is not in competition or conflict with the College's and Foundation's fundraising efforts.

## **Athletic Department Fundraising**

The FLCC Athletic Director is responsible for coordinating the casual fundraising activities that directly benefit the intercollegiate athletics program at the College. All raffles and other casual activities done on behalf of the athletic



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department and for athletic teams must have the prior approval of the Athletic Director. Funds raised in this manner will be accepted by the FLCC Association, a non-profit 501(c) (3) organization established for the purpose of acting in partnership with the College to serve the educational purposes of the institution. The FLCC Association shall not accept any gifts which may jeopardize its tax-exempt status with the State of New York or the U.S. Internal Revenue Service.

The Athletic Director is responsible for reporting results of any fundraising activity in the previous fiscal year to the Foundation by October 1 of each year.

Gifts that are not the result of a casual fundraising activity received by the athletic department should be processed by Advancement to ensure proper receipting and recognition.

In the event athletics wishes to target a formal list of specific businesses and donors or for capital projects, such solicitations must be done in conjunction with Advancement to maximize FLCC's effectiveness, minimize duplication of donor solicitations and to ensure proper donor stewardship. Funds raised in this manner will be accepted by the FLCC Foundation following Foundation gift acceptance policy.

**Forms/Online Processes:**

None

**Appendix:**

None